



Development Opportunities and Urban Design

Summary of Recommended Strategies

The following text summarizes the recommendations for the development opportunities and urban design and for each segment. The recommendations emphasize enhancing the public realm. The development opportunities and urban design recommendations outlined in this section include strategies and policies pertaining to the corridor as well as specific development guidance for the activity nodes.

General Strategies and Policies

The following strategies aim to improve the public realm:

- Protect any and all environmentally sensitive areas (open space, floodplains) in order to benefit overall quality of life
- Develop a 10 to 12-foot-wide multi-use path along the corridor (Segment 1B).
- Create a community park (Segment 1A) as part of the long-term redevelopment of the corridor.
- Establish neighborhood parks as part of long-term development of the corridor.
- Establish gateways and signage to create a sense of place to ensure that people experience a sense of arrival.
- Improve sidewalks and streetscapes.

The following policies aim to enrich the public realm include:

- New developments should be required to provide parks and plazas, rather than unusable vacant lots (as part of new development)
- New buildings should be built to the sidewalk with entrances opening to the sidewalk
- Gateway elements should be incorporated into new developments and public infrastructure improvements
- Wayfinding measures should be incorporated throughout
- Traffic calming measures should be incorporated throughout
- New buildings built adjacent to parks should be required to provide front entrances and windows that face the park

Activity Node Development

This section organizes development guidance and recommendations by activity nodes within each segment. It begins with the segments located to the west and moves to the east with each activity node.



Segment 1A Overview (Fulton Industrial Boulevard to Interstate 285)

MLK Jr. Drive at Fairburn Road Activity Node

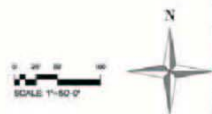
- Increased development intensity and mix of land uses at Fairburn Road intersection
- Additional residential development to support existing and proposed commercial/retail uses
- Proposed development to be planned/completed in phases
- Proposed development brought closer to sidewalks/street edge
- More green space planned for existing and proposed buildings

Much of the proposed development recommended for this activity node occurs at the intersection of Fairburn Road and MLK Jr. Drive, while also addressing existing vacant and occupied properties facing Bakers Ferry Road. The key element at this activity node is the existing Collier Heights Shopping Center.

The intersection design presents a challenge for both pedestrian and automobile traffic. The intersection creates five street corners lined with buildings set far behind parking lots and other empty undefined space. On a positive note, it also creates a triangular-shaped traffic island that community groups maintain with landscaping.

While working with a current owner for the shopping center site, the initial development strategy, shown as Phase 1 in Figure 3-10, focuses on adding rooftops that will then provide the nearby customer demand that would warrant long-range redevelopment of the entire site into a mixed-use center. The recommended direction includes adding residential with commercial/retail, preferably mixed-use spaces in stages that over time create an area of concentration with medium density. Phase 2 is shown in Figure 3-11.

New development should begin with new structures on the southwest corner of Fairburn Road and Bakers Ferry Road and on the southeast corner of MLK Jr. Drive and Fairburn Road. Initially, the Collier Heights Shopping Center parking lot should remain in order to maintain current access and exposure. Otherwise the activity node design strengthens the street edge of the MLK with a combination of existing and proposed buildings, new required parking to the rear of the buildings and selected green space. Site design for rear parking must provide for easy surveillance of the parking areas from buildings located around it. Simple design solutions can contribute to making these lots as safe as those located between the shopping center and the street..



Fairburn Road Segment			
Total Site Acreage	N/A		
Total Commercial #	58064	Total Commercial Units	N/A
Total Residential #	91274	Total Residential Units	122
Total Parking #	35483	Total Parking Units	119
Total Green Space #	23765		

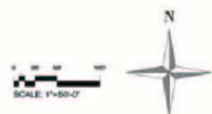
Figure 3-10: Segment 1A - Development at Fairburn Road Activity Node (Phase 1)



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**Figure 3-11: Segment 1A - Development
at Fairburn Road Activity Node (Phase 2)**



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Civic and Open Space at MLK Jr. Drive/Brownlee Road

- Build six-acre park on vacant property on the southwest corner of the intersection
- Connect new park to Margaret Fain Elementary School with greenspace
- Develop new single-family homes that would match the existing neighborhood scale and face the new park and provide surveillance to increase safety.

Civic and institutional uses share the intersection of MLK Jr. Drive and Brownlee Road. The triangle created by MLK Jr. Drive, Brownlee Road and Delmar Lane is home to two churches. The Adamsville-Collier Heights Branch Library sits on the southeast corner of the MLK Jr. Drive/Brownlee Road intersection. As shown in Figure 3-12, the study recommends adding a new six-acre park on the southwest corner of the intersection adjacent to the library. The greenspace would connect to the Margaret Fain Elementary School located one block to the north (see potential greenspace map in appendix) by adding enhancing the city owned former recreation center and acquiring the lot located between the former center and MLK Jr. Drive. This would create a swath of greenspace that would link the new six-acre park to the library, former recreation center and to the elementary school.

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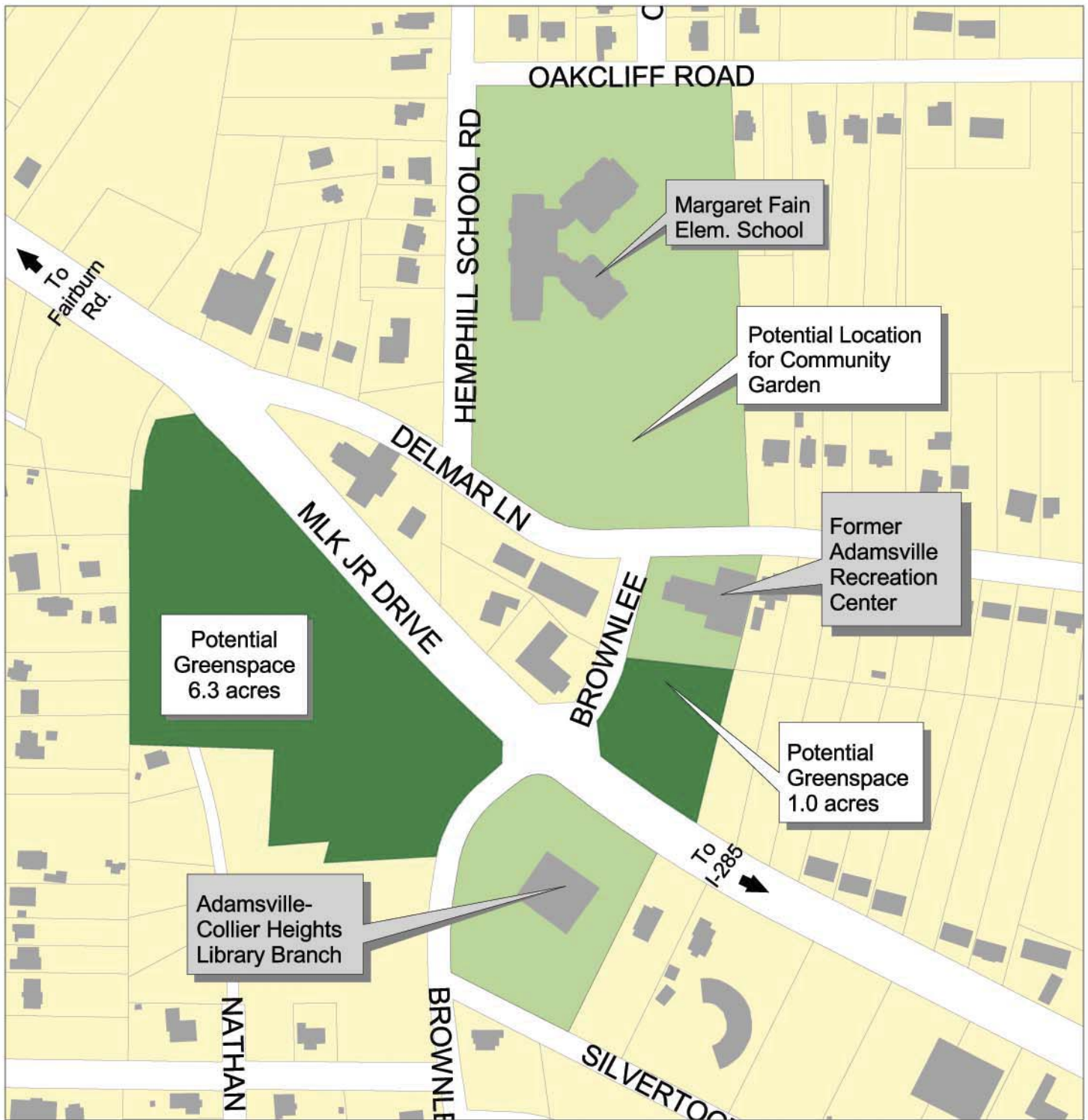
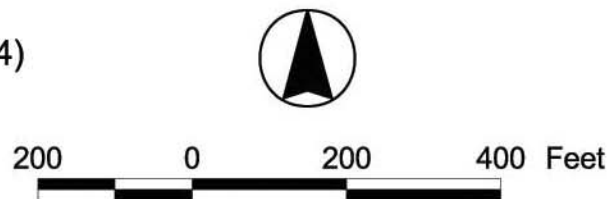


Figure 3-12: Segment 1A - Potential Greenspace at Brownlee Road



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